MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023 (TERM ID 2220)

DFC 5117 – FUNDAMENTALS OF COMMUNICATION THEORIES

(All sections)

10 JULY 2023
9.00 a.m. – 11.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE** pages only.
2. Answer **ALL** questions.
3. Write your answers in the ***Answer Booklet.***

STRUCTURED QUESTIONS [40 MARKS]

Instruction: Answer *ALL* questions.

1. The transactional model identified three types of noise that interferes with receiving and processing messages that includes the following:
   a. external noise
   b. physiological/biological
   c. psychological
   Explain each of the above. (6 marks)

2. Communication is a process that is deeply intertwined with human interaction.

   a. Complete **Figure 1** of the communication model below. (1 mark)

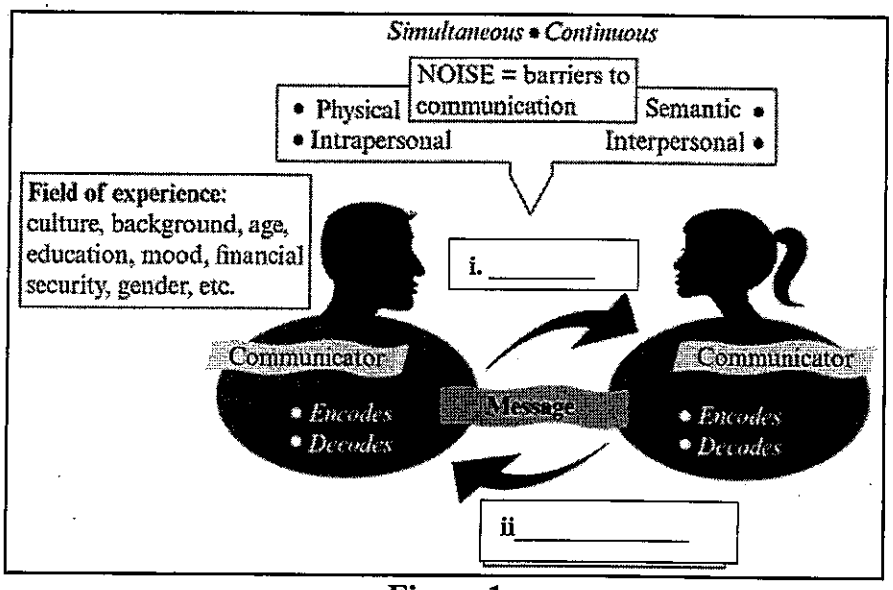

Figure 1

   b. Which communication model is being described above? (1 mark)
   c. Explain the communication model identified above. (2 marks)
   d. Can communication of ideas still be ***effective*** even without a feedback? Explain. (1 mark)

3. a. Explain constructivism. (3 marks)
   b. Explain how does constructivism promote social and communication skills. (3 marks)
   c. Explain constructivism in media. (2 marks)

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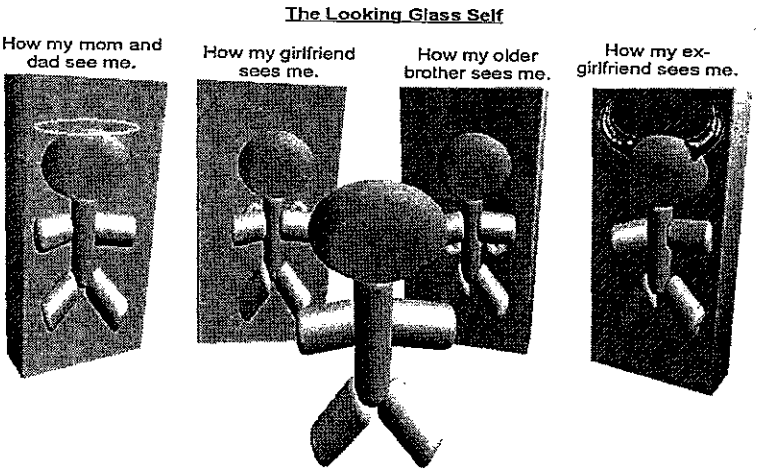
4. Along with Mead, is his friend, Charles Horton Cooley. He helped originate symbolic interaction theory. Cooley is best known for the concept of the "looking glass self," which he illustrated with the following statement in Figure 2:


The Looking Glass Self
How my mom and dad see me.
How my girlfriend sees me.
How my older brother sees me.
How my ex-girlfriend sees me.

https://commons.wikimedia.org/wiki/File:The_looking_glass_self.png

I am not what I think I am and I am not what you think I am; I am what I think you think I am.

Figure 2: Cooley's "Looking Glass Self"

Explain the above illustration with the statement. (2 marks)

5. According to George Herbert Mead (1934), *self* involves the process where actors reflect on themselves as objects. The *self* breaks down into two processes or phases that take place in any human interaction. Explain:
   a. the *I* (2 marks)
   b. the *me*, in contrast. (2 marks)

6. George Gerbner's "Cultivation Theory" basically states that what society sees in the media shapes how we act, react, and think about things in the real world.

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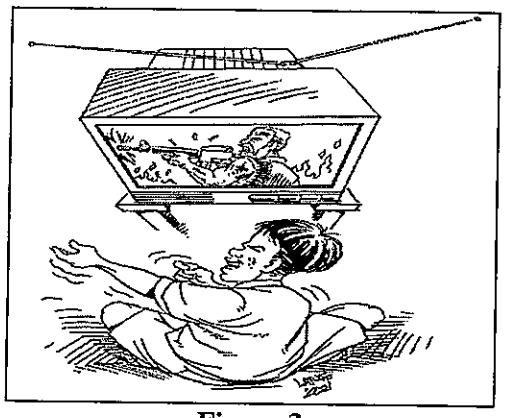

Figure 3

a. Based on the **Figure 3** above, explain the cultural effect model. (1 mark)
b. Explain the criticisms of the theory. (2 marks)

7. There are ***four*** different personal zones defined by Edward Hall (1966). These zones are shown in **Figure 4** below.
   a. Identify zones **i** to **iv**. (2 marks)
   b. Explain each zone. (4 marks)

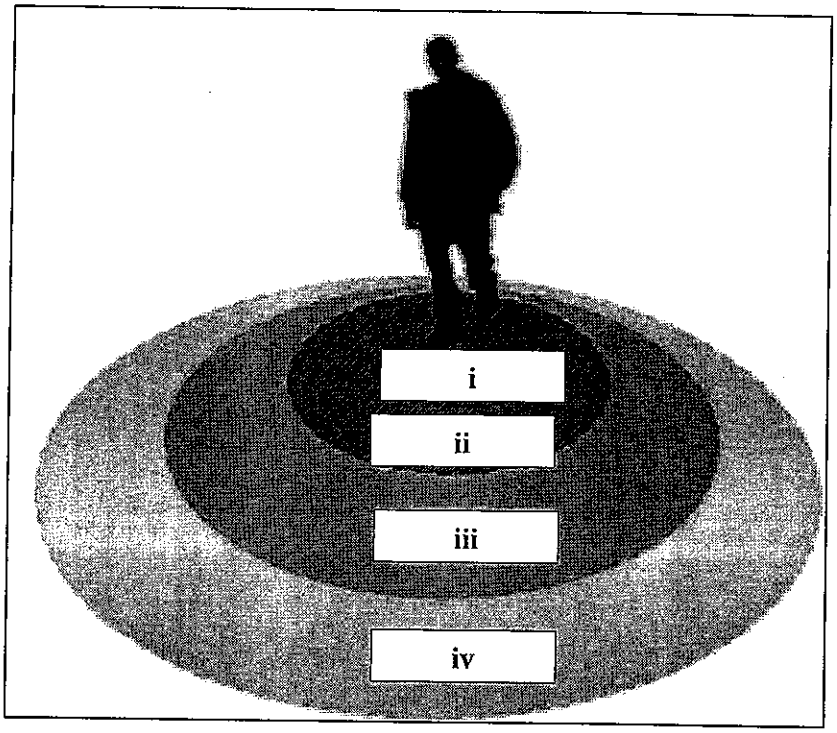

Figure 4

8. Briefly explain the concepts of the following theories:
   a. Media ecology (2 marks)
   b. Semiotics (2 marks)
   c. Cultural approach to organization (2 marks)

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